

PHILIP MORRIS PRODUCTS, INC.

INTER - OFFICE CORRESPONDENCE

Richmond, Virginia

To: Cheryl Lehmann

Date: May 20, 1992

From: Susan Laffoon *SL*

Subject: Information for FTC Special Report - Calendar Year 1991

Attached you will find tables listing brands in test market, brands introduced nationally, and brands discontinued in 1991.

With exception of the brands noted below, the cigarette report forms have been updated with tar, nicotine and carbon monoxide (CO) data from TITL's Cigarette Market Sample #34 (dated 3/19/92) or with data generated in our laboratories. Please note that CO deliveries are not available for generic products.

*Approximate
Last date of sale*

*AL4MB - 10/90
Wholesale
11/90 Retail*

The cigarette report forms for Alpine Long Size (Hard Pack) and Alpine Lights Long Size (Hard Pack), (pages 5-6), should be removed. These products were introduced 01/89 to test market in New York, but were replaced 11/90 by Alpine 83mm (Hard Pack) and Alpine Lights 83mm (Hard Pack). The Long Size products were last produced 11/90.

*AG4MB - 9/90
Wholesale
10/90 Retail*

Royale Generics (pages 181-184) were discontinued. They were last produced 09/88.

per - Vince Smith (Prod. Planning) EX-2766

Additional cigarette report forms were prepared for the following brands which were in test market or nationally introduced in 1991:

Test Marketed in 1991 (I do not have UPC package codes for these brands)

Marlboro King Size (Hard Pack)
Alpine King Size Menthol (Hard Pack)
Alpine Lights King Size Menthol (Hard Pack)

Nationally Introduced in 1991

Marlboro Medium King Size (Soft Pack)
Marlboro Medium King Size (Hard Pack)
Cambridge Lowest King Size (Soft Pack)
Cambridge Lowest 100 (Soft Pack)
Bristol Lowest King Size (Soft Pack)
Bristol Lowest 100 (Soft Pack)

Merit Long Size (Hard Pack) and Merit Long Size Menthol (Hard Pack) (pages 75-76) are produced for export only.

Please feel free to call me at x2426 if you have any questions.

cc: R. Fenner
K. Mitchell

Attachments

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